

The National Association of Broadcasters

NATIONAL PRESS BUILDING * * * * * WASHINGTON, D. C.
PHILIP G. LOUCKS, Managing Director

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STATIONS PLEDGE NRA COOPERATION

The Government's campaign to arouse popular support for President Roosevelt's undertaking to create jobs for the jobless and end unemployment for as many as possible in the quickest possible time will receive 100 per cent cooperation from broadcasting stations, large and small, throughout the country.

More than 100 stations returned by return mail, pledges of cooperation sent out by the NAB to all stations. Early returns, however, indicate that stations will get behind the President with their whole-hearted support.

That the National Recovery Administration is counting heavily upon radio in making the President's program successful is disclosed in the statement issued from General Johnson's office on July 27 in which it was stated that "radio is going to play a large role in the campaign."

The confidence which the Administration is placing in radio must not and will not be misplaced. Stations, organized and unorganized, will act as a whole to make this most remarkable recovery campaign a success. From the major networks to the smallest part-time station the Administration can expect the closest cooperation in its campaign.

Proof of radio's willingness to shoulder its part of the responsibility in this emergency can be gathered from the speed with which it has responded to the Government's call. Alfred J. McCosker, president of the NAB; Frank M. Russell, vice president of the NBC; Harry C. Butcher, Washington director of CBS; Martin Codel, publisher of BROADCASTING; and Philip G. Loucks, managing director of the NAB, were appointed by General Johnson as an advisory committee on radio broadcasts. Notification of the appointments were received last Monday and at two o'clock of the same day the entire committee was in session, conferring with W. B. Dolph, in charge of broadcasting activities of the NRA. Methods of cooperation were developed and a letter detailing these methods was mailed to all stations.

Through the NAB Headquarters this committee will be in daily touch with the NRA and every possible cooperation will be extended.

Just as soon as stations in the west have had an opportunity to send in their pledges of cooperation the NAB will prepare an HONOR ROLL of stations, a copy of which will be filed with the NRA.

Cooperation is the key word of the campaign. There is no place for the business individualist in this campaign. Stations must and will cooperate with each other and with the Government in making the campaign successful. Whenever and wherever the public interest is at stake, radio stations can be counted upon to respond. The American Plan of broadcasting under actual test will demonstrate its superiority.

No "slackers" will be found among the broadcasters.

CRISIS IN N. A. CONFERENCE

The North American Radio Conference has made little progress toward arriving at an agreement with respect to the allocation of frequencies for North American countries, according to advices from Mexico City where the conference has been in progress since July 10.

While Canada has reiterated its willingness to have broadcast stations assigned to the frequencies 510, 520 and 530 kc, our delegation has indicated no desire to join with the Canadians in this respect. Other countries at the conference likewise have indicated no interest in channels outside the broadcast band.

The total demand for facilities by Mexico and Central American powers, while not given in reports from the conference, appears to be in excess of the supply, and certainly in excess of the amount, of facilities this country's delegation is willing to recognize as necessary to accommodate needs in these countries.

Should the conference fail to arrive at a satisfactory agreement, it is unknown whether or not an attempt will be made at the last minute to adjust matters between Mexico and the United States on the basis of existing conditions and thereby minimize interference between stations of the two countries.

Most of the time during the past week has been spent in subcommittee meetings with little, if anything of consequence accomplished.

It is expected that an effort to find a basis for agreement will be made at plenary sessions which are being scheduled from day to day although little hope is held out from some usually well informed quarters. It is believed, therefore, that the conference will reach a crisis within the next few days.

All that could be learned as to formal proposals was that the United States has adhered strictly to the provisions of the Madrid Convention in its presentations. No formal proposals from any country were made public, as far as could be learned.

The sessions of subcommittees as well as plenary sessions are closed to all except Government representatives.

According to James W. Baldwin, who is representing the NAB at Mexico City, there is prospect that the conference may end within the next two weeks.

BROADCASTERS AND NRA CODE

Over the signatures of President Alfred J. McCosker and Managing Director Philip G. Loucks, NAB members were advised on July 25 as follows:

"The President's Reemployment Agreement has the complete endorsement of the National Association of Broadcasters. In view of the fact that patriotic and humanitarian considerations are the basic factors, we believe each member should arrive at individual determination concerning signing of the agreement."

Broadcasters throughout the country have received copies of the President's agreement and already many stations have signified their intention of executing them.

The blanket code is broad in its application and some of its provisions will require construction as to their application to broadcasting which is essentially a service enterprise rather than a manufacturing or processing business. It is recognized that in some cases, because of peculiar circumstances, great and unavoidable hardships will result from the execution of the code. For this reason the President included section 14 of the agreement which reads as follows:

"It is agreed that any person who wishes to do his part in the President's reemployment drive by signing this agreement, but who asserts that some particular provision hereof, because of peculiar circumstances, will create great and unavoidable hardship, may obtain the benefits hereof by signing this agreement and putting it into effect and then, in a petition approved by a representative trade association of his industry, or other representative organization designated by the NRA, may apply for a stay of such provision pending a summary investigation by the NRA, if he agrees in such application to abide by the decision of such investigation."

President McCosker on July 26 appointed a committee consisting of himself as chairman, G. A. Richards, Detroit, Mich.; Frank M. Russell, Washington, D. C.; Harry C. Butcher, Washington, D. C.; and Philip G. Loucks, NAB Managing Director, to consider the whole question of the application of the agreement to broadcasting and to decide whether or not a broadcasters code shall be submitted and if so, what such code shall contain. In naming the committee, President McCosker took into consideration the proximity of the members to Washington and reserved the right to increase the committee's membership and its scope of activity. For the present the committee will consider only hours of labor and wages.

In an effort to develop actual facts, a questionnaire will be mailed to all stations within the next several days and stations are

strongly urged to give immediate attention to the request for information. When this information is received and assembled the committee will meet and consider the whole question of the status of broadcasting under the Recovery Act and the necessity for a code.

The committee also will give consideration to the possibility of overlapping of authority between the Federal Radio Commission and the NRA. Obviously, it is essential that this question be threshed out thoroly and to the satisfaction of all before a final decision is reached.

INTERPRETING THE BLANKET CODE

Many questions involving the application of the President's blanket code to broadcasting have already arisen and numerous others are arising daily.

General Johnson announced this week that General Thomas H. Hammond had been appointed as chairman of a committee which is now setting up machinery for interpreting and clarifying the President's code.

All questions must be submitted in writing and written decisions will be given. Already several hundred requests from all industries have been received.

In an effort to expedite decisions on questions relating to broadcasting station operation and to avoid, as nearly as possible, duplication of work for General Hammond's committee, and at the same time render an important service to members, the NAB will endeavor to secure answers to questions sent to NAB headquarters. These questions should be set forth as briefly and clearly as possible.

PROGRESS IN COPYRIGHT CONTROVERSY

Increased activity by the Department of Justice and the Federal Trade Commission in the Government's investigation of the operations of the American Society of Composers, Authors and Publishers, resulted in an important conference at NAB Headquarters this week.

Hon. Newton D. Baker, general counsel of the NAB copyright activities, came from Cleveland with his partner, Joseph C. Hostetler, to meet with A. J. McCosker, President of NAB, Isaac D. Levy, Chairman of the Finance Committee, Philip G. Loucks, Managing Director, and Oswald F. Schuette, director of copyright activities.

The conference discussed reports of the progress of the Government's inquiry and the Association's cooperation in aiding the Government in protecting the broadcasters against extortions under the pretense of an alleged copyright monopoly.

EMPLOYMENT DRIVE ORGANIZATION

The National Recovery Administration is expecting cooperation from every broadcasting station in the United States. This was set forth in a statement issued from General Johnson's office on July 27 in which details to be followed in the President's reemployment drive were made public.

As an aid to radio stations in developing their local methods of cooperation, the statement is reproduced in full text:

"The campaign as outlined contemplates getting the story of the President's plan home to every person in the United States, encouraging employers to adopt the recovery program, enlisting support from buyers for those business concerns which are cooperating with the President, and also coupling an employment survey with the educational work.

"No definite dates for opening and closing the campaign have been set, but in all probability the work will occupy about five or six weeks. Organization of state, regional and local committees probably will be completed within a week or ten days. Many of the 13,000 organizations to which General Hugh S. Johnson has directed telegraphic appeals for help have responded that they will be ready to start their drives as soon as the organization plans which were mailed tonight are received. Approximately three weeks will be devoted to general educational work by committees when they are prepared to function. A week of intensive campaigning, which will include house to house canvassing, will close the campaign.

"Local organizations will be military in character. The Governor of each state will appoint a state chairman and a state chairman for women. The remaining members of the state committees will be selected regionally by the chairmen of committees representing the chief cities of the various states. The state commissioner of labor should be named on each state committee. The actual appointment of state committee members will be made by General Johnson on recommendation of the state chairman. The official organization plan memorandum says the state committee should

not be confused with the STATE RECOVERY BOARDS AND STATE RECOVERY COUNCILS. They are not a part of the temporary drive organization.

"Local workers will be under the jurisdiction of executive committees, which will be created by the 13,000 organizations to which General Johnson has sent telegrams. They will include representatives of prominent local groups, such as Rotary and Kiwanis clubs, labor groups, women's clubs, and welfare organizations.

"The executive committees in each city will elect a general to have charge of the city campaign, and a lieutenant-general, a woman. The general will name three colonels, each colonel to have charge of a specific phase of the campaign. The first colonel will direct the 'man power' or organization department, with 7 or more majors, depending on the size of the territory, and 7 or more captains, each captain with a company of 8 or more men.

"The 'man power' department will be charged with responsibility of a block to block canvass during the closing week of the drive—the date to be announced later—checking up in every block on the compliance with the President's Emergency Reemployment Agreement; making a survey of the unemployed, codifying the unemployed as to the adaptability by experience to trades and industries and acting as liaison in the assimilation of the unemployed in expanding industry. The 'man power' group will also check up on the proper use of insignia by dealers and consumers.

"A second colonel in each city will direct publicity and a third will have charge of speakers.

"The plan is a modification of that employed in Richmond, Va., and which is already in operation under the direction of Mason Mangum, executive Vice-President of the Richmond Chamber of Commerce. One of the first campaign committees organized, the Richmond group, includes 400 men enlisted in the 'man power' or canvassing department.

"Satisfaction was expressed at Recovery Headquarters that the message of the Administration will reach down to the grass roots without difficulty. Not only have the telegrams received from organizations by General Johnson been highly encouraging and the volunteer offers of aid from individuals numerous, but the general campaign machinery was said to be in splendid running order.

"Initially, more than seventy million pieces of printed matter, all featuring the campaign insignia of the blue eagle, are either on their way or soon will be on the way to local committees. This material includes window cards, half-sheet posters and stickers. The window cards and posters will be given to business concerns, which accept the President's Recovery Plan, and the stickers, which may be used either on windows of houses or windshields, will be awarded to consumers who patronize business concerns having the emblem.

"Evidently radio is going to play a large role in the campaign. The invitation to participate, sent to 610 radio stations, has resulted in a flood of acceptances. It now is anticipated that every radio station in the United States will accept. Outstanding national speakers will talk directly or be interviewed over the air. A new departure will be the reading of "fillers" of from 100 to 300 words on the campaign by announcers. In every station several times daily there is need for supplemental material of from a few seconds to a minute and this usually is supplied by a piano player. Now stations are being asked to fill in this time with re-employment announcements and they are quite willing to comply. In all probability there will be a 'workers' radio hour' within the next week at which some nationally famous speaker will address the army—from buck privates to generals—over the air. At this time it is planned to have workers' mass meetings throughout the country.

"Advertisers as well as radio station managements are coming to the support of the programs. Many already have expressed willingness to relinquish part of their time in the interest of the drive. Special skits which will be helpful to the campaign are being prepared for presentation by widely known radio artists.

"Cooperation of the press will be enlisted largely by local committees, operating under a general plan which will go forward to them within a week. A press book containing forty advertisements to be underwritten locally, prepared interviews and news suggestions which will be usable in any community, will be supplied to all local committees. Mats for newspaper advertisements will be available at thirty-four distributing stations throughout the country and local committees can give all information about the mats by referring to their press books. Mats for cartoons boosting the campaign also will be supplied committees upon application.

"The administration tonight again emphasized the fact that no government money is being spent for advertising space. Mats are being supplied by the administration, but the space must be paid for by local supporters of the campaign.

"Probably never in the history of a government endeavor of this character has such care been taken in the preparation of a speaker's handbook. The campaign organization realizes that the recovery program is one requiring special and careful explanation and it has written the speaker's book with that fact in mind. The book has been prepared with the utmost care with special attention being paid to accuracy. It is hoped that the speeches as written will make clear to all just what the President is striving to do in an effort to restore prosperity by increasing consumer buying power.

"The campaign colors—red, white and blue—which will be on all insignia, and the slogan, 'We do our part', already have aroused much favorable comment.

"All of the campaigning will lead up, of course, to adoption of the President's voluntary code, and there will be plenty of printed copies of it on hand for signers. Shipments of copies already have started and they will go forward rapidly. One offer received today was for transmission of codes by airplanes owned by private passenger companies, and it undoubtedly will be accepted. Mail carriers and others also will deliver the printed code. One of the chief desires of the administration is to relieve the man who wants to sign one of any trouble in locating a blank. So there will be plenty of distributing stations.

USE OF THE NRA EMBLEM

The National Recovery Administration this week made the following official announcement regulating the use of NRA insignia by employers who have signed the President's Employment Agreement:

"The NRA official emblem is the property of the United States Government. It may not be used or reproduced without authority of the NRA R. A.

"Regulations permit the use of this emblem by all employers who sign the President's reemployment agreement, and (in the form authorized for consumers, but only in such form) by consumers who sign a statement of cooperation.

"By application to the NRA any responsible manufacturer will be authorized to make and offer for sale hangers, cards, and stickers provided (a) he agrees to conform to regulations to prevent the emblem coming into hands of employers not authorized to use it; (b) he himself has signed the President's agreement and is authorized to use the emblem; and (c) he will sell at a reasonable price. Information regarding manufacturers authorized to supply the emblems will be issued by the NRA from time to time. For purposes of reproduction, the NRA will be glad to furnish original drawings to such manufacturers to the extent they are available but cannot undertake to do so if the demand should prove large.

"Every such manufacturer shall require of every employer ordering such emblems that he affix to his order one of the 1-inch stickers.

"Any newspaper, magazine, or other publication is authorized to reproduce the emblem in the advertisement of any employer, provided such employer files with the newspaper, magazine, or other publication a written statement that he has signed the President's agreement and affixes the sticker thereto.

"Any manufacturer of stationery or advertising literature, including labels, is authorized to reproduce the emblem on behalf of any employer who files with such manufacturers a written statement that he has signed the President's Reemployment Agreement and affixes the sticker thereto.

"Employers desiring to make other uses of the emblem may consult the NRA."

NAB PROGRAM CLEARING HOUSE

Approximately twenty-five requests have been received thus far for programs offered to member stations through the agency of the NAB Clearing House. Twenty programs have been received to date from stations, while at least another twenty-five broadcasters have promised to make programs available to the Clearing House in the near future.

Programs offered during the current week are as follows:

(D6:1) "The (name of station) Detective." Single voice. Three to five minutes. Detective tells of mystery he solved, revealing all of the clues, but neither pointing them out as such nor divulging the actual solution of the mystery. The solution is then printed in the sponsor's ad in the newspapers, or announced over the sponsor's program on the next day.

(Sp 3) "Tickling the Ether." Two short humorous scripts which can be inserted in a musical program of fifteen minutes or half-hour in length to give the "comedy and music" set-up popular now. One is a skit of the "O. Henry" type; the other a humorous monologue.

Fidelity Plan Corporation, Washington, D. C.

(Sp 4) "Flower Club." Two voices. Music and poetry, with

story woven around flowers. Five to fifteen minutes. Sponsor, one or more florists.

(Sp 5) "The Family Almanac." A daily feature of five minutes, morning preferable, giving interesting information about the day. The Almanac can carry a little horoscope, tell the sunrise and sunset, and a few paragraphs about interesting people born on that date. It also can carry a little nonsense and wind up with a short verse or thought for the day.

TRADE INDEX COLLECTION BEGUN

Report forms to be used in the collection of the information on the basis of which the NAB will construct its index of radio broadcast advertising will be mailed to member stations during the coming week.

The purpose of collecting the information is that of setting up an index and statistical service which will enable a determination of trends in radio advertising. This will be the first time that any figures have ever been collected for national, spot, and local advertising volume, as well as for a number of other features. The resulting data will be of marked importance in the planning of future commercial policy by the broadcasters, as well as in the promotion of broadcasting as against other advertising media. The undertaking also is in line with what is being done by many trade associations under the NRA.

Information collected from individual stations will be held strictly confidential. In order to preclude any possibility of the leakage of competitive information, stations will not be required to sign the monthly reports. Each station, rather, will be given a code number for purposes of classification of results. The key to this code will be available only to the Managing Director and to Dr. Hettinger, who will have charge of the compilation of the index.

The construction of the index will be based upon a carefully selected group of 120 stations, picked as being representative of every type of broadcaster and every section of the country. The stations selected to cooperate embrace approximately 50% of the total station revenue as of 1931.

Response of stations asked to cooperate has been practically unanimous in favor of the undertaking. It is most important that stations asked to cooperate in the trade index do so, since the failure of one station to participate will seriously disrupt the sample for its class of transmitter and geographical district.

The machinery of the business index has been so devised as to make possible its application for all stations should this become necessary at a future date.

SECURITIES ACT REGISTRATIONS

The following companies have filed registration statements with the Federal Trade Commission under the Securities Act to date:

Administered Fund, Inc., Jersey City, N. J. (2-83-1).

American Associated Dealers, Inc., Jersey City, N. J. (three issues).

American Bankstocks Corporation, Baltimore, Md.

American Business Shares, Inc., Jersey City, N. J.

American Gold Mines Consolidation, Inc., New York City (2-81-1).

American Gyro Co., Denver, Colo. (2-102-1).

American Trustee Share Corporation, New York City.

American Venture Corporation, Toronto, Canada.

Arcade Securities Corporation, Sodun, N. Y. (2-80-1).

Automotive Devices Corporation, Washington, D. C.

Bank and Insurance Shares Inc. (two issues).

Bankers Union Life Co., Denver, Colo.

Borden Methol, Inc., Washington, D. C.

Bullock Fund, Ltd., Baltimore, Md., and Jersey City, N. J.

Canadian Investment Fund, Ltd., Montreal, Canada.

Canadian Reserve Mines, Ltd., Toronto, Canada (2-95-1).

Capital Savings Plan, Inc., Philadelphia, Pa.

Centlivre Brewing Corporation, Fort Wayne, Ind.

Century Shares Trust, Boston, Mass. (2-96-1).

Colonial Bond and Share Corporation, Baltimore, Md. (2-101-1).

Columbia Carburetor Co., Washington, D. C. (2-85-1).

Corporate Equities, Inc., New York City.

Corporate Leaders of America, Inc., New York City (2-88-1).

Creighton, Clyde H., Dallas, Tex.

Cumulative Shares Corporation, New York City.

Distributors Group, Inc., New York City (two issues).

Electro-Inhaler Co., Washington, D. C. (2-84-1).

Equity Corporation, Jersey City, N. J.

Fidelity Fund, Inc., Boston, Mass.

Financial Independence Founders, Inc., New York City.

First Commonstocks Corporation, New York City.

First Insuranstocks Corporation, New York City.

Frontenac Corporation, Minneapolis, Minn.

Fundamental Investors Corporation, Jersey City, N. J.
 General American Securities, Inc., New York City.
 Gold Hub Mines Co., Denver, Colo.
 Hamilton Depositors Corporation, Denver, Colo.
 Income Foundation, Inc., Baltimore, Md.
 Independence Royalty Fund, Baltimore, Md.
 Industrial Institute, Inc., Jersey City, N. J. (2-90-1).
 Insured Investors, Inc., Kansas City, Mo.
 International Guaranty Thrift Syndicate, Denver, Colo. (2-92-1).
 Interstate Investors, Inc., New York City (two issues).
 Irving Investors Fund Co., Inc., New York City.
 Keystone Custodian Funds, Inc., Philadelphia, Pa. (2-86-1).
 London Option Gold Mining Co., Denver, Colo. (2-89-1).
 Massachusetts Investors Trust, Boston, Mass.
 Miniature Models Manufacturing Co., Ltd., Reno, Nev., and
 Los Angeles, Calif.
 Mutual American Securities Trust, Jersey City, N. J. (2-97-1).
 Mutual Mortgage Company of Chicago, Inc., Chicago, Ill. (2-
 98-1).
 Nation-Wide Securities Co., Baltimore, Md., and Jersey City,
 N. J.
 National Associated Dealers, Inc., New York City (2-93-1).
 National Farm News Publishing Company, Washington, D. C.
 National Trustee Fund, Inc., Philadelphia, Pa. (2-87-1).
 Participating Securities Corporation, New York City.
 Paymaster Consolidated Mines, Ltd., Toronto, Canada.
 Plymouth Fund, Inc., Jersey City, N. J.
 Qualified Gold Shares, Inc., New York City.
 Republic Company, Denver, Colo.
 Republic Investors Fund, Inc., New York City (2-94-1).
 San Juan Ramsey Co., Boston, Mass.
 Selected American Shares, Chicago, Ill.
 Speculative Profit Shares, Inc., Jersey City, N. J.
 Standard Corporations, Inc., Jersey City, N. J.
 Standard Industrials, Inc., Jersey City, N. J.
 Standard Oilshares Inc., New York City.
 Standard Utilities, Inc., Jersey City, N. J.
 State Street Investment Corporation, Boston, Mass.
 Stutz Motor Company of America, Inc., New York City.
 Super-Corporations of America Depositors, Inc., New York (2-
 99-1) (2-100-1).
 Supervised Shares, Inc., Jersey City, N. J.
 Texas Gulf Producing Company, Houston, Tex.
 Trafalator Corporation, Staunton, Va. (2-78-1).
 Trustee Standard Shares, Inc., New York City (three issues).
 Union Deposit Company, Denver, Colo.
 United States Banking Corporation, New York City.
 United States Electric Light and Power Shares Inc., Baltimore,
 Md., and Jersey City, N. J.
 Washington Industrial Loan Co., Washington, D. C.
 Wolverine Consolidated Syndicate, Laramie, Wyo. (2-82-1).

MINUTES AVAILABLE SOON

Abstracts of the minutes of the Engineering Section meeting, held at Chicago, June 26, and the Commercial Section meeting, held at Grand Rapids, June 27, have been sent to the printer. Distribution to NAB membership will be made within the next two weeks.

ENGINEERING REPRESENTATIVES APPOINTED

In accord with the resolutions adopted at the meeting of the NAB Engineering Section at Chicago, June 26, the following have been appointed as zone representatives to assist the Engineering Committee in its study of the existing allocation system and its application:

First Zone: J. R. Poppele, WOR.
 Second Zone: E. L. Gove, WHK.
 Third Zone: J. H. DeWitt, Jr., WSM.
 Fourth Zone: Wm. H. West, KSD.
 Fifth Zone: Harold G. Peery, KHJ.

The study will be used by the Engineering Committee as a basis for a report at the October convention. An attempt will be made to describe an allocation system based on the best possible engineering.

CEASE AND DESIST ORDERS

During the month of June the Federal Trade Commission issued cease and desist orders against the following:

Misrepresentation of therapeutic value: 1838-Natural Eyesight Institute, Inc., Santa Monica; 1996-Nancy Lee Institute, New York City.

Misbranding: 2033-H. Michelsen Company, Inc., New York City; 2097-Samuel Brier and Company, Philadelphia.

COMMISSIONER STARBUCK ON TRIP

Commissioner Starbuck will leave Washington on Wednesday, August 2, for an inspection trip to observe the use of radio on communication air lines. He will go over the principal airlines of the country, both east and west, and will probably be away all of August. Mr. Starbuck has made similar inspection trips each summer since he has been a member of the Commission.

LEE ASSISTANT TO TERRELL

E. H. Lee, supervising radio inspector in charge of the Detroit office of the Radio Commission, has been called to Washington as assistant to William D. Terrell, chief of the Division of Field Operations of the Commission. Kenneth G. Clark, of the San Francisco office of the Commission, has been transferred to the Portland, Oregon, office as Acting Inspector in charge and Richard J. Cotton, an inspector in the Portland office, has been transferred as inspector in the Detroit office. Victor G. Rowe was transferred from the San Francisco to the Los Angeles office.

NO RADIO HEARINGS

No hearings at all are set at the Commission for the week beginning Monday, July 31.

TRADE COMMISSION ADVERTISING ORDER

The Federal Trade Commission has ordered E. Griffiths Hughes Inc., Rochester, N. Y., dealer in proprietary remedies, to stop representing that its "Kruschen Salts" constitutes a cure or remedy for obesity and that it will of itself reduce fat.

Also the company is told to cease asserting that its "Radox Bath Salts" has therapeutic value when used in the bath, that it releases great quantities of oxygen when used, that it combines the properties of world famous spas, or produces the effects of treatment at such places, that it stimulates or energizes the body, and that it is imported from England.

RCA LICENSE CASE ARGUED

Brief argument was held on Thursday before Justice Lushing, of the Supreme Court of the District of Columbia, in connection with the petition filed in that Court by C. Wood Arthur, a resident of this city, asking for a mandamus directing the Radio Commission to cancel the licenses of the Radio Corporation of America and its subsidiaries on the ground that the Federal Court of Delaware found RCA guilty of a practice that tended to a monopoly. Justice Lushing stated that he would render a decision on or before July 31. Earlier in the week the Commission filed an answer to the petition.

STATION PROMISES POUR IN

"Messages from radio stations, promising complete cooperation with the President's re-employment drive, poured into the National Recovery Administration in a steady stream throughout the day yesterday," the NRA officially announced July 28. "Full advantage of these offers of help will be taken by the Public Relations Bureau and within a very few days a veritable barrage of radio talks will be on the air."

"In addition to the nation-wide hook-ups, plans are being worked out for a countless number of educational and inspirational talks by local speakers. Enthusiastic affirmative responses have been received from substantially all of the radio stations of the nation.

"It is expected that, through promised cooperation of sponsors, many of the most popular of the radio programs will include sketches, songs, addresses and other material designed to give impetus to the Government's big drive to put men and women back on the payrolls."

WETS AND DRYs UNDER SAME RULES

The prohibition question should be argued over the radio by the wets and drys under similar rules and broadcasters should check carefully all political arguments delivered over their stations under the guise of "sermons," according to James H. Hanley, a member of the Commission.

Commissioner Hanley's statement was made in reply to a letter from Hubert LaDue of Yucaipa, California, who protested that reformers and ministers were delivering "sermons" against repeal of the Eighteenth Amendment while those favoring repeal must have their speeches identified as "This is a political talk; this station is neutral, etc."

"While the situation referred to by Mr. LaDue is not specifically covered by the Radio Law of 1927, as amended, or by regulations of the Commission, it is a matter which is worthy of serious study," Commissioner Hanley said.

"It would seem that in the interest of harmony and good will the licensees of stations would treat alike representatives of both

sides of controversial questions. For station owners to stamp an address in favor of repeal of the Eighteenth Amendment as a "political talk," and to allow "sermons" opposing repeal to be delivered without such a designation, of course, is rank discrimination and should not be countenanced.

"As Mr. LaDue points out in a postscript, the opinion of the wets is of no more value, perhaps, than the opinion of the dries, but they should argue over the air under exactly the same rules.

"Nor should speakers over the air be allowed to argue a controversial matter deftly and subtly while discussing another topic. In such cases, in my judgment, the licensee would be justified in cutting the speaker off the air.

"In the Radio Law, specific instructions are laid down relative to the use by candidates for public office of radio stations in their campaign. It is set forth that if the licensee of a radio station permits one candidate to use its facilities, the same privilege must be extended to other candidates for the same office, but the licensee is not obliged to allow the use of its station by any candidate. That section of the law is eminently fair and just and should be a guide for all broadcasters in handling controversial matters.

"While the law says the licensee has no power of censorship over material broadcast under the clause relative to the use of a station by candidates, it is the solemn obligation and duty of broadcasters to scan carefully all other material used over their stations, for the Court of Appeals in the District of Columbia, in a celebrated decision in a radio case, recently quoted the Biblical injunction, "By their fruits ye shall know them," for the guidance of the Commission in evaluating stations and in determining whether they are operating in the public interest, convenience and necessity."

STATUS OF STATE LEGISLATURES

The number of legislatures actually in session continues at a minimum. California, Colorado (special session), New York (special session), South Dakota (special session), and Utah (second special session) are, or were, scheduled to be in session. Iowa is scheduled to meet September 15th, and Virginia August 17th, in special sessions. New Jersey is recessed until August 29th. Kentucky and Mississippi continue to stand out as the only two not having met, and not being scheduled to meet this year. Massachusetts, Michigan, Vermont, Wisconsin, and Oklahoma adjourned this month.

UNIFORM NEWSPAPER CONTRACT

A revision of the Standard Order Blank for Publications has been adopted by the American Newspaper Publishers Association, Periodical Publishers' Association, Associated Business Publications, and the Agricultural Publishers' Association in cooperation with the American Association of Advertising Agencies. The original Standard Order Blank was adopted by the same organizations in 1920 and has been in use since then without change.

AFA OFFERS NRA COOPERATION

Edgar Kobak, President of the Advertising Federation of America and Vice President of the McGraw-Hill Publishing Company, today tendered the services of the organized advertising interests of the nation to the National Recovery Administration. Full cooperation to publicize and advertise the President's Industrial Recovery program was pledged.

The Advertising Federation is the representative body of all advertising interests, having affiliated with it advertising clubs in most major cities as well as many advertising associations of national character. These groups will assist the Washington headquarters staff in copy preparation, as well as other matters.

The local advertising clubs will tie-in with the Chamber of Commerce in each city and help develop the local campaigns now under way.

The Federation's speakers' bureau was also made available to Recovery Administration.

The NAB holds membership in the AFA.

RESOLUTIONS ADOPTED BY AFA

The following resolutions were adopted by the Advertising Federation of America at its convention held at Grand Rapids, Mich., last month:

1. The Advertising Federation of America reaffirms its deep faith in the efficacy of organized effort, with all related interests working together to improve advertising and to curb destructive competition, especially in times of abrupt and far-reaching changes like the present. It offers to cooperate with all other organized bodies representing special interests in advertising, such as are included in the Federation's broad membership, to the end that they may mutually assist one another in this common cause.

2. In keeping with its principle of "Truth in Advertising," adopted twenty years ago, the Advertising Federation of America is in hearty accord with the aim of the Federal Administration to prohibit false, misleading, and unfair advertising, and it stands ready to cooperate with the Government in carrying into effect any constructive legislation to his end, which is broadly applicable to all lines of advertised industry and does not in itself, or by its method of enforcement, hamper legitimate advertising nor prevent a reasonably persuasive advertising appeal.

In this connection, it commends to the consideration of the Government the Declaration of Ideals and Principles adopted by the Federation at its last annual convention and the following advertising codes covering the national field and the local retail field.

A. *For the national field*—The Code of Advertising Practices adopted jointly a year ago by the Association of National Advertisers, Inc., and the American Association of Advertising Agencies, and also an Advertising Review Committee to interpret and apply the code.

This National code classified the following practices as unfair to the public and tending to discredit advertising:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product or service through distortion of details, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudo-scientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

B. *For the local retail field*—The Fair Practice Code for Advertising and Selling, adopted a year ago by the Affiliated Better Business Bureaus, Inc., which declares unfair and against the public interest the following practices:

1. Misleading advertising.
 2. Unfair competitive claims.
 3. Disparagement of competitors.
 4. Underselling claims.
 5. "Bait" offers.
 6. Deceptive statements accompanying cut prices.
3. The Advertising Federation of America wishes to assert its confidence in the immediate future of American business and to express its belief in cooperative effort by Government and business, as a means of reducing destructive and unfair competition, to the end that merit may prevail, purchasing power be improved, and profits be made on legitimate business effort.

The Federation believes that the policy of a fair price for a good product will give advertising a better opportunity than ever before to appeal to consumers on a quality and service basis, and thus lessen wasteful sales effort by creating a more active consumer demand. It also believes that any effort made by the Government to prevent over-production will not operate to restrict the volume of advertised goods produced to satisfy an augmented consumer demand.

MRS. HOWELL OPENS OFFICE

Radio research work is now being done by Mrs. Fina M. Howell, attached to the Federal Radio Commission for several years. Mrs. Howell was official translator for the American delegates at both the International Radio Conference at Madrid and the 1931 Copenhagen C. C. I. R. Conference.

FEDERAL RADIO COMMISSION ACTION APPLICATIONS GRANTED

First Zone

WABI—First Universalist Society of Bangor, Bangor, Maine.—Granted authority to remain silent for a period of three days in order to move transmitter to another room.

Second Zone

WSEN—The Columbus Broadcasting Corp., Columbus, Ohio.—Granted license authorizing local move of transmitter; 1210 kc., 100 watts, unlimited time.

WEHC—Emory and Henry College, Charlottesville, Va.—Granted consent to voluntary assignment of construction permit to Community Broadcasting Corp.

Third Zone

WACO—Central Texas Broadcasting Co., Inc., Waco, Texas—Granted modification of construction permit to extend commencement date to at once and completion date to Dec. 30, 1933.

WSFA—Montgomery Broadcasting Co., Inc., Montgomery, Ala.—Granted special temporary authority to operate from 7:45 p. m. to 12 midnight, CST, for period ending Sept. 10, 1933, providing WODX remains silent.

Fourth Zone

WGN—WGN, Inc., Chicago, Ill.—Granted temporary renewal of license and designated application for hearing; also same for auxiliary transmitter.

WEW—The St. Louis University, St. Louis, Mo.—Granted extension of special authority to discontinue operation except to broadcast all government reports, from Aug. 1 to Sept. 1, 1933.

KUSD—University of South Dakota, Vermillion, S. Dak.—Granted authority to remain silent from the present time to Sept. 18.

KFNF—Henry Field Co., Shenandoah, Iowa—Granted extension of special authority to use time assigned to but not used by KUSD and WILL during month of August.

KFOR—Meyer Broadcasting Co., Bismarck, N. Dak.—Granted special temporary authority to operate from 12:30 to 2 p. m., CST, July 28, provided KFDY remains silent.

Fifth Zone

None.

APPLICATIONS SET FOR HEARING

NEW—Nicholas Kuris, Muskegon, Mich.—Construction permit for new station; 1200 kc., 100 watts, daytime.

NEW—Willard C. DeMuth, Ulrichesville, Ohio—Construction permit for new station; 1370 kc., 100 watts, daytime.

KOIN—KOIN, Inc., Portland, Ore.—Construction permit to make changes in equipment and increase daytime power from 1 KW to 2½ KW.

KECA—Earle C. Anthony, Inc., Los Angeles, Calif.—Construction permit to move transmitter locally; change frequency from 1430 kc. to 780 kc.; increase day power from 1 KW to 2½ KW; use present auxiliary transmitter of KFI modified. (Facilities formerly assigned to KGEF.)

WIBA—Badger Broadcasting Co., Madison, Wis.—Construction permit to change location of transmitter to one mile northwest of Waunakee, Wis.; make changes in equipment; change frequency from 1280 kc. to 720 kc.; increase power from 500 watts night, 1 KW day, to 25 KW, and change hours from unlimited to sharing with WGN. (Facilities of WGN, WHA, and WLBL.)

MISCELLANEOUS COMMISSION ACTION

WPG—WPG Broadcasting Corp., Atlantic City, N. J.—The Commission reconsidered its action of July 11, in granting this station a regular license, and granted a temporary renewal of license and designated application for hearing because its facilities have been applied for.

WSAZ—WSAZ, Inc., Huntington, W. Va.—Granted renewal of license, 1190 kc., 500 watts, limited time, sunset WOAI; also granted special temporary authority to operate with an additional 500 watts power.

KFAC—Los Angeles Broadcasting Co., Inc., Los Angeles, Calif.—Granted special temporary authorization to operate unlimited time pending Commission decision on application requesting a change of hours to unlimited. This special authority in no event is to extend beyond 3 a. m., EST, Nov. 1, 1933.

KGBX—KGBX, Inc., Springfield, Mo.—Suspended grant of application for voluntary assignment of license of KGIZ, of Grant City, Mo., to KFBX, because of protests of A. Craig Siegfried and Max A. Kramer, and designated application for hearing.

APPLICATIONS RECEIVED

First Zone

WMSG—Madison Square Garden Broadcast Corp., New York City—Consent to voluntary assignment of license to Standard Cahill Co., Inc.

WCDA—Italian Educational Broadcasting Co., New York City—Consent to voluntary assignment of license to Standard Cahill Co., Inc.

Second Zone

None.

Third Zone

WEED—William Avera Wynne, Greenville, N. C.—Modification of construction permit granted 6-16-33; changes in equipment, change street address of studio, and extend date of commencement.

WPTF—WPTF Radio Co., Raleigh, N. C.—Modification of construction permit granted 6-9-33 to extend dates of commencement and completion to 8-19-33 and 11-19-33, respectively. (Supersedes former application to extend commencement date only.)

KRGV—KRGV, Inc., Harlingen, Texas—Modification of license to change hours of operation from shares equally with KWWG to unlimited time. (Facilities of KWWG.)

Fourth Zone

WKBB—Sanders Bros. Radio Station, East Dubuque, Ill.—Modification of construction permit granted 10-21-32 to change transmitter and studio location one mile from proposed location, change equipment, amended to change specified hours.

WIBA—Badger Broadcasting Co., Inc., Madison, Wis.—Construction permit to move transmitter from Madison to Burke, Wis., make changes in equipment, change from 1280 kc., 500 watts, 1 KW until local sunset, unlimited time, to 720 kc., 25 KW, shares WGN (facilities of WGN, WHA, and WLBL), amended to change proposed transmitter location to one mile northwest of Waunakee, Wis.

WIAS—Iowa Broadcasting Co., Ottumwa, Iowa—Construction permit to change equipment, frequency, power and hours from 1310 kc., 100 watts, unlimited time, to 780 kc., 250 watts, daytime.

WIND—Johnson-Kennedy Radio Corp., Gary, Ind.—Construction permit to move transmitter from 540 N. Lake St. to two miles from center of Gary, Ind.

Fifth Zone

None.

APPLICATIONS RETURNED

WSAR—Doughty and Welch Electric Co., Inc., Fall River, Mass.—Construction permit to move transmitter and studio from 32 N. Main St., Fall River, Mass., to Crowninshield Shipyard, Town of Somerset, and 1 South Main St., respectively; make changes in equipment and increase power from 250 watts to 250 watts night, 500 watts day, experimentally. (Improper form and unsatisfactory equipment.)

WHBY—WHBY, Inc., Green Bay, Wis.—Construction permit to make changes in equipment, change frequency from 1200 kc. to 990 kc., and increase power from 100 to 500 watts (facilities of WLBL, WJJD, and WGES). (Unsatisfactory equipment, Rule 116.)

NEW—Korn Krib General Mercantile Store, Cromwell, Okla.—Construction permit to erect a new broadcast station to use 1250 kc., 15 watts, unlimited time. (Unsatisfactory equipment, Rules 120 and 145.)

NEW—C. C. Crawford, Haynesville, La.—Construction permit to erect a new broadcast station to use 1200 kc., 50 watts, specified hours (facilities of KMLB which are not being used). (Questionable equipment and unsatisfactory transmitter location.)

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Special experimental authority to increase power from 500 watts to 1 KW for 90 days. (Rules 6 and 43.)

NEW—W. E. Barclift, P. L. Barclift, and F. E. Barclift, d/b as Tuscaloosa Broadcasting Co., Tuscaloosa, Ala.—Either to move WPFB from Hattiesburg, Miss., to Tuscaloosa, Ala., or for new station requesting facilities of WPFB. (Not clear, and inconsistent.)

WJBY—J. L. Aders, Gadsden, Ala.—Consent to involuntary assignment of license from Gadsden Broadcasting Co., Inc. (Request of applicant.)

WJBY—J. L. Aders, Gadsden, Ala.—Construction permit to move transmitter and studio of WJBY locally. (Request of applicant.)